

Keep America Beautiful, Inc. State Affiliate Award Recognition Program:
The Keep Arkansas Beautiful Commission, 2010 Application

1. Keep Arkansas Beautiful supports the mission and objectives of Keep America Beautiful, Inc. by encouraging participation, compliance and benefit recognition from local KAB Affiliates in these ways:

(1) Communications:

We regularly maintain contact with local coordinators electronically via our monthly eKeepsake and personal emails and through phone calls. Additionally, we maintain a Facebook page with over 5,000 friends and invite visits to our website, keeparkansasbeautiful.com. We alert them when we are physically near their area and offer to meet with them. We invite all Affiliate organizations to attend and participate in our Keep Arkansas Beautiful Commission meetings, which are frequently hosted by Affiliates in their local communities. We solicit information of their activities, reporting at Commission meetings and posting on our website and eKeepsake. We regularly share email information from KAB, our office and other allied mission sources that we feel will benefit their programs.

(2) Education and Training:

We produce an annual event, alternating a topical day-long Affiliate Symposium with a three-day Commission/Affiliate Retreat, to provide local directors the opportunity to further professional knowledge, skills and networking ability. We offer grants to aid and encourage attendance for these statewide events and for attending the KAB National Conference and allied mission related meetings, i.e. Keep Texas Beautiful, Arkansas Recycling Coalition Conferences, etc. We insure that all Affiliates are informed of KAB Webinars and urge monitoring and use of the Forum.

(3) Continuing Support:

We promote Affiliate Good Standing compliance through prompts and reminders for annual, semi-annual and GAC reports and offer help in figuring the Cost Benefit and Litter Index. We provide opportunities for professional development and funding to help attainment, as delineated above. We also encourage our local Affiliates to enter the KAB National Awards programs and to fully embrace KAB grant and program opportunities, i.e. Share the Warmth, CLPP, etc. To enable better mission-related involvement, we provide paid memberships for all Arkansas Affiliates in the Arkansas Recycling Coalition and urge entries in their awards program. We hold our own annual SHINE Awards program for community excellence and solicit Affiliate entries. This year two of the six winning communities are local affiliates. Further, we also notify our KAB Affiliates of Pre-Certification and new Affiliate Certification events, and invite their participation. For local Affiliate programs which are in distress and in danger of failure, we offer to meet with local government and business leaders to strengthen understanding of the valuable community resource that KAB affiliation provides and to assist them in identifying prospective community leaders for membership and funding opportunities

2. Keep Arkansas Beautiful has an proactive marketing plan to promote local community KAB affiliation which states our goals and the methods we will use to accomplish them. It also includes a market analysis listing strengths and weaknesses, plus opportunities and challenges. We also address marketing advantages, promotional opportunities and strategies. Initiated in 2007, the five year plan identifies and ranks prospective Affiliate communities in all 75 counties

with probabilities of Most Likely, Somewhat Likely, Possible, Unknown Qualities and Unlikely. We proactively market KAB through AR Municipal League and Association of AR Counties Conference booths and speaking opportunities at these venues, plus presentations at community civic and service clubs. Further, we invite Affiliates to help us expand our Arkansas KAB family by furnishing us contacts they know in prospective affiliate communities through local groups they work with, i.e. Master Gardeners, Scouts, FFA, Urban Forestry Council, etc., and that maintain a presence in progressive communities. We also co-brand our KAB State Affiliate status in all of our promotional efforts to continually raise awareness of the connection and shared mission between our two organizations.

3. We have fully participated in every Pre-Certification and Certification training event conducted within Arkansas over the past 12 years and worked to coordinate with the KAB trainer to assure a smooth, successful experience. We are in constant contact with any pre-cert affiliate committee to help answer questions and provide local resources to them. We certified new affiliate Keep Ozark Beautiful in July and are currently guiding the pre-certification process in North Little Rock with training planned in 2011. Additionally, we continue to pursue interest from three other prospective communities, which we hope to attract and engage in 2011.
4. (1) The primary contact form between our office and our local Affiliates is personally directed email, followed by phone calls.
(2) We also communicate with them via specialized email blasts, eKeepsake newsletter and website postings.
(3) We utilize Facebook and we often direct them to articles of interest in allied-mission organizations, plus regularly prompt them to monitor the KAB Forum. We also offer press releases, media reprints and overprinted KAB folders for their local use.
5. We act as the state clearinghouse for all GAC supplies, shipping Affiliates requested quantities from our central warehouse, based upon their event registration. We further sustain them with pre-GAC training and the services of a statewide GAC coordinator to mentor and support their local activities. We provide t-shirts, gloves and other incentives, plus conduct statewide drawings for GAC prizes from locally furnished entries and from local youth poster contests.

As a CLPP participant in the original formative stage, Arkansas has remained active with CLPP program implementations in the state each year. We offer grants and literature to support CLPP and encourage its use in non-affiliate communities and venues as well. We are currently offering \$500 grants to Affiliates to help them develop a local America Recycles Day event and have proclaimed November 2010 as Recycling Education Month in Arkansas, to further support and drive participation in KAB's fall recycling awareness efforts.

6. The Arkansas Shine Awards for overall Community Excellence is annually conducted in late summer. The 2010 awards were presented to these six winning communities at local ceremonies during September: 17th - Waldron; 23rd - Fayetteville; 28th - Hot Springs; 30th - Van Buren and Greenwood; and October 13th - Eureka Springs. There are six population categories, and the criteria encompasses anti-littering, recycling, scenic beautification, economic stability, community improvement and sustainability accomplishments. We attracted two business executives who are familiar with the state and its diverse communities plus one Keep Arkansas Beautiful Foundation Board member as judges. Each community is judged against others of its size and resources to demonstrate why it deserves to be "a shining example" of an outstanding community where quality of life issues are addressed constructively.

We use the Shine Award submissions to encourage communities to also enter the KAB National Awards, both the KAB affiliates and other winning community programs, and, likewise evaluate partnering organizations for possible entry to distinguish their contributions to the Keep Arkansas Beautiful mission and program support. An example of this is the Keep Arkansas Beautiful Foundation's Litter Free Zone which is entered under State Innovation Program Award.

7. Keep Arkansas Beautiful 2010 Affiliate Symposium is scheduled for November 9th in Little Rock to provide professional development training to Affiliate directors and two Board members. KAB President Matt McKenna will participate along with National Trainer Cecile Carson, or if available, Sue Smith. Additionally, we will present topical discussions and instruction led by Randy Frazier, Robert Phelps and Sarah Wruck; we require that each KAB Affiliate share one selected program with the group for discussion and networking. To encourage attendance, we offer generous attendance grants and travel reimbursements that fully fund all expenses connected with the Symposium.
8. We believe in cultivating and nurturing partnerships between ourselves and other governmental entities, statewide businesses and organizations, trade associations and allied industry groups and with a variety of volunteer-led organizations and local community groups. Principally we partner with the Arkansas Dept of Parks and Tourism, the Arkansas Highway and Transportation Dept., The Arkansas Dept of Environmental Quality, the Arkansas Economic Development Commission, the Arkansas Game and Fish Commission, the Dept. of Arkansas Heritage, the Arkansas Dept of Finance and Administration, the Arkansas Forestry Commission, the Department of Education Extension Service, the Arkansas Highway Police, the U.S. Army Corps of Engineers, the Arkansas Municipal League, the Arkansas Association of County Governments, the Arkansas Good Roads Council, Talk Business Quarterly, Arkansas Broadcasters Association, Arkansas Outdoor Advertisers Association, the Arkansas Press Association, the Arkansas Razorback Network, Arkansas Electric Cooperatives, Wal-Mart and Sam's Clubs, Glad Manufacturing, Waste Management, NAPCO eco-product distribution, Arkansas Recycling Coalition, Green Industries of Arkansas, Arkansas Environmental Educators Association, as well as several Regional Solid Wasted Management Districts and many local garden clubs and youths organizations and schools across the state.

A new partnership we began in 2009 with the Arkansas Dept of Finance and Administration involves the placement and distribution of our anti-littering messaging and materials in the 15 highest volume motor vehicle registration offices across Arkansas. In addition to displays promoting the statewide toll-free litter reporting hotline, we also have materials encouraging personal waste responsibility, community and environmental improvement suggestions, cigarette litter awareness and recycling tips. Everyone applying for or renewing drivers licenses and all types of vehicle licenses will be offered these materials. Additionally, this year DFA has begun including our logo on all license renewal notifications they send and is preparing to add our Shine – keep Arkansas Clean and Green messaging on the reverse of all Arkansas driver licenses to further promote our environmental behavior improvement campaign. This huge distribution is being serviced free by our sister State agency.

Also new in 2010, the Keep Arkansas Beautiful Foundation received a \$82,000 supplemental grant from the Wal-Mart Foundation to continue development and expansion of our elementary classroom and campus service learning environmental curriculum, the Litter Free Zone Campus concept. By the end of 2010, the partnership between our Commission and supporting Foundation will have implemented this program in 26 schools across the state. We are due to evaluate and assess the program for further proliferation, growth and sustainability in 2011 and beyond. Now in its seventh year, the partnership we maintain with the Arkansas Broadcasters

Association has yielded over \$2.5 Million in radio and television broadcast advertising, raising awareness, educating and inspiring Arkansas 2.8 million citizens, and border state residents, with hundreds of millions of messages and impressions.

9. Keep Arkansas Beautiful, as a State Agency Division funded through tax revenue, offers services equally to all communities and program participating organizations. We solicit and enlist these in our Great American Cleanup and Great Arkansas Cleanup campaigns each year, distributing GLAD bags, cotton and vying gloves, safety vests, T-shirts and other materials and supplies based on the size of the cleanup, completed reports for the previous year and their needs. KAB certified Affiliates each receive a proportionally larger allotment of these items for two basic reasons: Glad bags and occasionally other campaign items (hand sanitizers, laundry detergent, etc.) are furnished by KAB which we feel is foremost a benefit of affiliation that should be made available to the affiliates for their year-round utilization beyond typical distribution and by the very nature of their certification, they are sustainable, on-going organizations dedicated to continuous community improvement efforts as opposed to some volunteer organization that may exist one year and not the next. KAB affiliates are also afforded special privilege when we utilize unique items furnished by KAB (Yard Vac machines and other premium donations) by allocating them to Affiliate cleanups as incentive prizes, etc.

We utilize our program and promotional budgets statewide to educate and inspire citizens toward improved behaviors toward our prized environmental values and community quality of life. These funds always include KAB affiliate communities but also extend across the state. To help insure that our KAB communities have opportunities for straining and special project aid, we do have a series of grants that are open only to them. We recognize that our KAB communities offer the best return for our fund expense, due to the commitment these communities make to the KAB system and the sustainability of their organizations, thus invest proportionally.

10. I participated in the following 2009-2010 State Leader Meetings/Conference Calls:
December 1, 2009 Meeting – Washington, DC
February 17, 2010 - Conference Call
May 17, 2010 – Conference Call
June 21, 2010 – Conference Call
July 12-14, 2010 – Annual Meeting – Nebraska City, NE
August 5, 2010 - Conference Call
October 4, 2010 – Conference Call
And additionally, I participated in KAB Management Meeting calls,
August 2nd and 16th;; September 13th and 27th
11. A. State: Arkansas;
B. Population: 2.8 Million;
C. Staff: three: Executive Director; Volunteer Services Coordinator; Secretary;
D. KAB Certified Affiliates: 10
E. Ten active,
F. None inactive;
G. Governing Board: Nine Commissioners appointed by the Governor;
H. KAB Affiliation Date: June 13, 1989;
I. Budget: \$716,661;
J. Funding Source: Dedicated 1/8 cent Conservation Sales Tax – we share with three other agencies, receiving 1% of this revenue;
K. Structure: State of Arkansas Agency (Arkansas Dept. of Parks and Tourism) Division;

L. Date Established: Act 1278 of 1997, signed April 9, 1997;
M. Mission Statement: Inspiring and educating individuals to prevent litter, recycle and keep Arkansas beautiful.

Additional information is available; please refer to our 2010 Annual Report.

Submitted October 15, 2010; Revised and resubmitted October 28, 2010

Robert Phelps

Executive Director
Keep Arkansas Beautiful Commission
State Affiliate Director
Keep America Beautiful, Inc.
One Capitol Mall, 4A, Suite 107
Little Rock, AR 72201
501-682-3507; fax 501-682-2383

*The Keep Arkansas Beautiful Commission is a division of the Arkansas Department of Parks and Tourism and a proud State Affiliate of Keep America Beautiful, Inc., the nation's largest community improvement organization. To learn more, please visit:
www.KeepArkansasBeautiful.com*